

**REMARKS**

Claims 1 and 3-15 are pending in the present application. Claims 13 and 15 are withdrawn. Claims 1 and 14 are herein amended. No new matter has been entered.

**Claim Rejections – 35 U.S.C. §§ 102 and 103**

Claims 1, 3-8, 10-12 and 14 were rejected under 35 U.S.C. § 102(e) as being anticipated by **Lim** (US 7,053,880); and claims 8 and 9 were rejected under 35 U.S.C. § 103(a) as being unpatentable over **Lim** in view of **Sato** (US 7,030,848).

Favorable reconsideration is requested.

Applicants respectfully submit that **Lim** does not teach or suggest:

detecting a grayscale level of maximum brightness of the display data for each color, the grayscale level of the maximum brightness being variable for each of sub-frames of the colors throughout performing the display

as recited in amended claim 14, and a detecting unit for this function as recited in claim 1.

The Office Action cites Fig. 9 and col. 8, line 5 through col. 9, line 40 for disclosing a field-sequential type display device. (Office Action, pages 6-7.)

Referring to Fig. 9, **Lim** discloses that, in ST2 (step 2) and ST3 (step 3), display data R', G' and B' for corresponding subframes of red, green and blue are adjusted such that they do not exceed gray level 127. Thus, the gray level 127 is constant. **Lim** also discloses that “when the luminance of each component R, G and B has a value of gray level 127, it is set as a maximum luminance.” (Col. 8, lines 49-51.) This supports that the gray level is constant.

Amended claims 1 and 14 recite that the grayscale level of the maximum brightness is variable for each of sub-frames of the colors throughout performing the display. Due to this

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feature, brightness of backlight for each of the sub-frames of colors is variably adjusted over display duration. Lim does not teach or suggest the limitations as recited in claims 1 and 14.

For at least the foregoing reasons, claims 1, 3-12 and 14 are patentable over the cited references. Accordingly, withdrawal of the rejection of claims 1, 3-12 and 14 is hereby solicited.

In view of the aforementioned amendments and accompanying remarks, Applicants submit that the claims, as herein amended, are in condition for allowance. Applicants request such action at an early date.

If the Examiner believes that this application is not now in condition for allowance, the Examiner is requested to contact Applicants' undersigned attorney to arrange for an interview to expedite the disposition of this case.

If this paper is not timely filed, Applicants respectfully petition for an appropriate extension of time. The fees for such an extension or any other fees that may be due with respect to this paper may be charged to Deposit Account No. 50-2866.

Respectfully submitted,

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